

# The BEST of BOTH WORLDS

With Vemma and Verve, savvy people get both energy and nutrition from this ultra-premium formula.

A recent RealAge.com survey showed that of almost 21 million people surveyed, less than 100,000 receive all of the vitamins and minerals they need from their diet. Less than 100,000 or one-half of 1 percent! Where can these nutrient-deficient people turn for a healthy, ultra-premium nutritional beverage that tastes good and is good for you? Vemma®, that's where.

## The Formula That Started It All

Too busy to swallow a handful of vitamins? Now, just drink them with Vemma, an acronym for its ultra-premium ingredients that include vitamins, essential minerals, mangosteen and aloe vera and is now sold in 45 countries around the world. Although absent from the acronym, Vemma also contains antioxidant-rich decaffeinated green tea. When you combine all these ingredients into a liquid nutritional-supplement, you get a great-tasting, easy-to-consume, nutrient-dense formula.

Vemma's clinically studied formula creates a simple, powerful and comprehensive daily nutrition program that can help with overall vitality and well-being.

## Vemma Meets Verve!

Taking its successful formula one step further, Vemma created a revolutionary new product called Verve! This sparkling, tropical-flavor mix contains all the healthy benefits of original formula Vemma with the additional boost of a natural energy blend, making it one of the market's first truly healthy energy drinks. Each 8.3 fl. oz. can of Verve comprises 2 oz. of Vemma, 6 oz. of ultra-purified sparkling water and a specially formulated energy blend.



The low-sugar Verve contains the equivalent of about an apple and a half of the natural sugar fructose, and Verve even offers a sugar-free version. To ensure all the healthy ingredients in Verve remain intact until delivery, the can is equipped with a special protective liner to preserve all the benefits of the drink until it is consumed.

A healthy energy drink? It may sound like an oxymoron, but Vemma has accomplished such a feat with Verve.

### Energy and Health in One

“Verve is really three products in one can,” says Vemma Founder and President BK Boreyko, who points out that the energy drink market, largely targeted at young adults and teenagers, is predicted to double from \$5 billion to \$10 billion in just three years.

“First, you have a fast-acting and natural energy drink, then an ultra-premium vitamin and mineral supplement; lastly, a potent ‘super juice’ with the whole fruit and rind of the mangosteen and organic aloe,” he says.\* “It’s a value that really can’t be matched in the energy drink market.”

Here’s where it really gets exciting. With all the health benefits and great taste, Verve is having a huge ‘cross-over’ into the baby boomer market. BK explains, “When you think about it, all of the energy drink options out there really only market to the youth of this country. Verve gives the youth what they want—a young, hip energy drink, but it’s also becoming a hugely popular way for the 76 million baby boomers to get the nutrition they look for every day.”



## FACTOID DRINK IT UP!

According to industry consulting firm Beverage Marketing, energy drink sales have increased nearly 700 percent since 2001 and account for a \$5.6 billion domestic market.

This product genre is popular among nearly all demographics, but is especially popular among the teen, 20- and 30-something age brackets. Why? In a word, convenience. “Functionally speaking, the key drivers behind the growth of this market are the convenience and portability of energy drinks as a functional delivery system,” according to a December 2007 consumer report by Packaged Facts.

*\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*